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(54) METHOD FOR RECEIVING REQUEST FROM USER UTILIZING BROADCAST MEDIUM AND COMMUNICATION TERMINAL USED FOR THE METHOD

(57) Abstract:

PURPOSE: To allow the user to place the order on a commodity by making automatic dial to a communication sales reception center in the communication sales service utilizing broadcast medium or the like.

CONSTITUTION: A communication sales reception center 1 makes contact of communication sales information such as a telephone number of the center, the number of commodities introduced in a broadcast and a sales period to a broadcast station 2. The broadcast station 2 inserts this communication sales information in a television

signal to be broadcast and broadcasts the resulting signal. A communication sales information extract device 5 extracts communication sales information from the television signal received by a television receiver 4 and sends the information to a communication terminal equipment 6. The communication terminal equipment 6 stores the communication sales information to a memory 61 and reads the communication sales information from the memory 61 when a dial switch 63 is depressed and makes automatically the telephone number of the communication sales reception center 1. Then the communication terminal equipment 6 receives detailed information of a commodity from the center 1 and the user depresses an order switch to send order data.

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